THE
WHYTEHOUSE

Education Group®

IMPACT REPORT
2009- (August) 2022

WhyteHouse Education Group Sdn Bhd
(1113056-X)

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“ Teach the children...
so it will not be necessary to
teach the adults.”

Abraham Lincoln

Humble Beginnings

As the saying goes, 'A journey of a thousand miles begins with a simple step.' The WhyteHouse journey began in 2009, sparked with a progressive idea and vision unfamiliar to many a decade ago.

"A Decade of Excellence"

since 2009

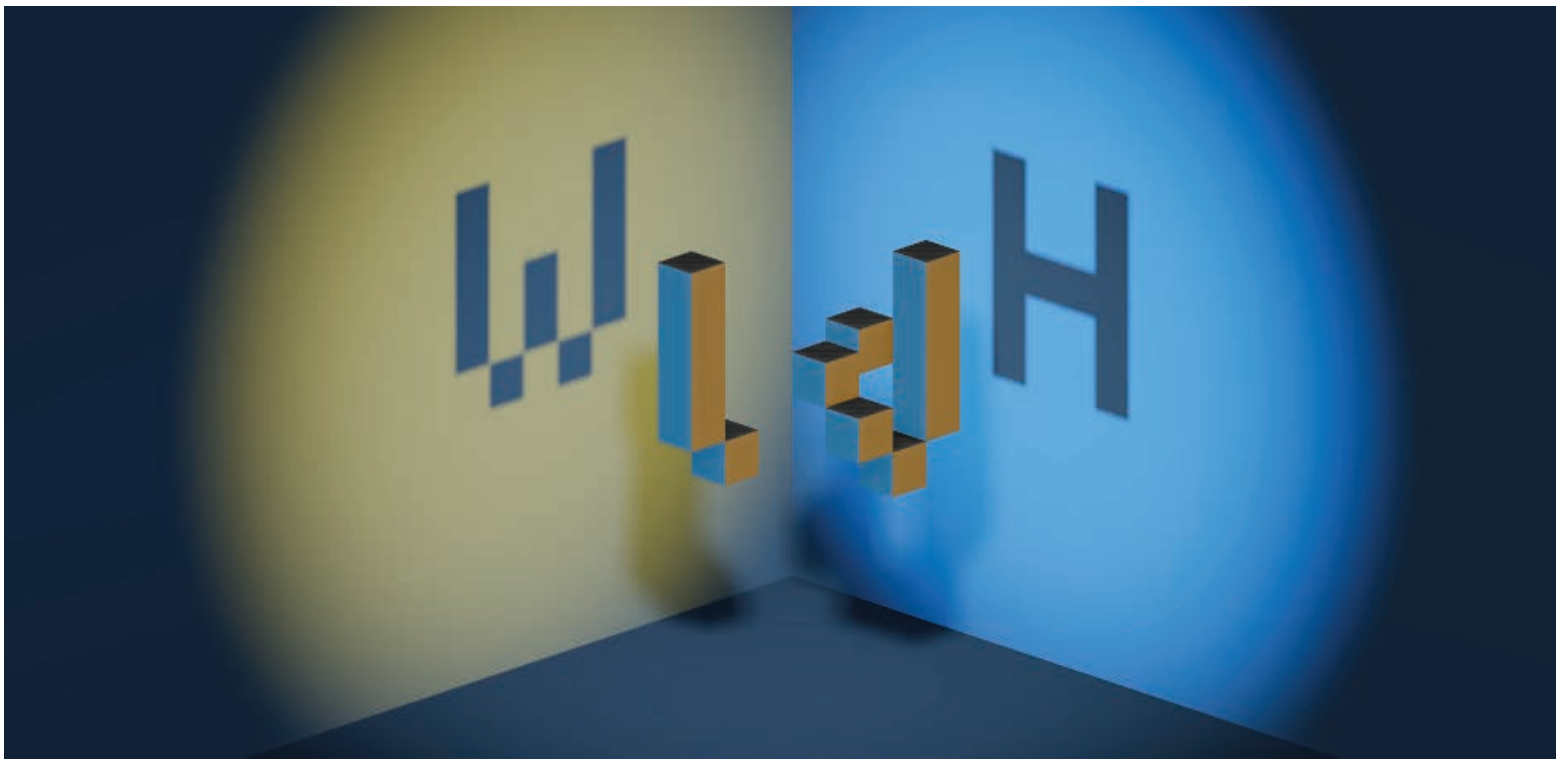
The first school opened at Sungai Ara, Penang, with only three students. Rates were premium at that time, and the journey was arduous.

The school's guiding principle was and still is always to place the child's well-being first and foremost. The school believes that the significance of academic excellence is parallel to the development of a child's self-perception and confidence, both of which are influenced by a child's relationship with others.

As the years went by, parents began to be more receptive to the principles embodied by the school, and trusting relationships were also formed between caregivers and parents.

Naturally, the student count multiplied astronomically; today, the WhyteHouse Education Group proudly boasts 3 schools across the state and multiple publications over the years, with an online professional development platform in tow.

The school's curriculum and teaching methodology have also evolved over time and will continue to be at par with educational reformations within and outside the country.



Impact at a glance!

Available Centres

3 centres

- Nursery license: P/TI 010/2022
- Kindergarten license: P5B0047 P5B3027

For our children

- More than **4000** days of In-house creative learning
- More than **20** school trips
- More than **400** sessions of virtual learning

The Nature Classroom at Habitat Penang
(nature classroom in one of the oldest rainforest in Malaysia)

International Outreach/ Collaboration

- Collaborated with qualified professionals from more than **15** countries
- More than **30** international story tellers and science educators

- HRDF ID number: 1113056-X

First preschool in a science centre
Tadika WhyteHouse @Tech Dome

Community Outreach for Teacher's Development

- **12** free lecture series benefit all preschool teachers (including non-Whyte-House teachers)
- **7** days free early years conference
- More than **25** experts speakers and panels from related field
- Free access for **700+** government preschool educators
- Free access for **89** Permata Genius Preschools nationwide

Publications

- ID: 978-967-26360
- Published more than **45** books

Timeline

2009

First WhyteHouse Centre @ Sg Ara

2013

2013 – 2015
Kindermusik Maestro Certification
Maestro Certification – Mezzanine Level

2014

1 **The Malaysia Book of Records for organising The Largest Simultaneous Participation in a Colouring Event**

20,777 Participants 111 Locations

2015

1 **Launching of PLC Nursery Books & Creative Learning Centre at Penang Public Library**

by YAB Toh Puan Dato' Seri Utama Hajah Majimor Binti Shariff

2 **The Malaysia Book of Records for organising The Largest Simultaneous Participation by Children in a Colouring Event**

101,235 Participants

2017

1 **The Malaysia Book of Records for organising The Largest Participation in a Leadership Training**

51,368 Participants

2018

1 **Relocation of WhyteHouse Education Group to Arena Curve**

2 **Launching of 36 Books of the Young Scientist Series**
by Tuan Yang Terutama Tun Dato' Seri Utama (Dr) Haji Abdul Rahman Bin Haji Abbas, Governor of Penang

3 **The Malaysia Book of Records for publishing The Most Number of Science Books for Children Published in a Single Event**
Total of publication: 20 science books

2020

10th Anniversary Celebration of WhyteHouse Education Group

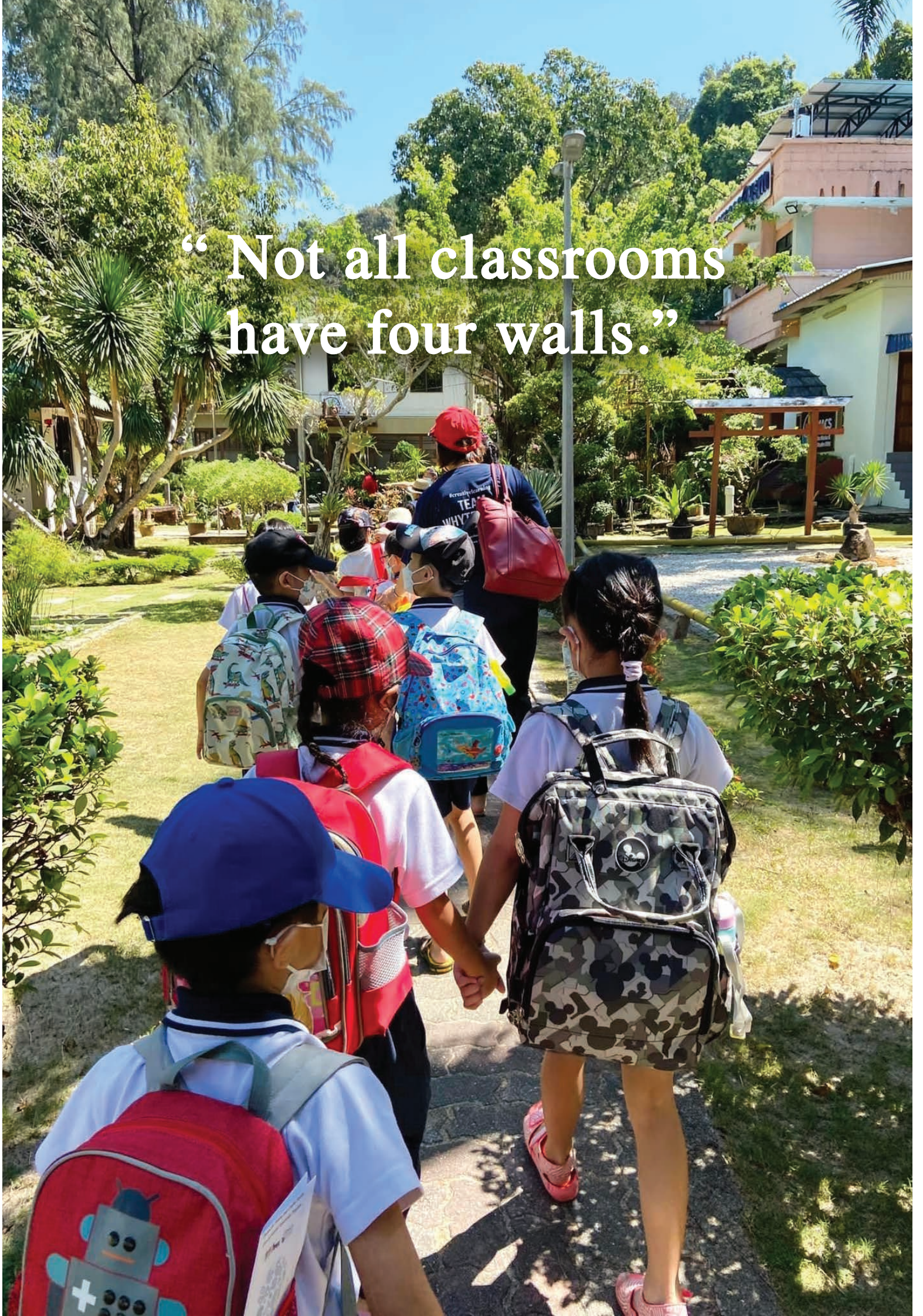
1. **Launching of Botanical Garden Iconic CSR Project**
   Five months of preparation of landscaping works with a cost of about RM50,000
2. **Fun with International Storytelling Event**
   Stories in Bahasa Melayu, English, Mandarin & Tamil
   97,000 views reach on Facebook
3. **Launching of Tadika WhyteHouse @ Tech Dome**
4. **The launch of Nature Classroom by WhyteHouse & Habitat Penang Hill**

2021

1. **Reader's Choice Awards 2021 (10th Anniversary)**
   Best Playgroup Curriculum
   Best Kindergarten (Bayan Lepas, Penang)
2. **International Family Day: Storytelling Festival**
   8th, 9th, 15th, 16th & 22nd May 2021
   10,000 reach on Facebook
   4300 views on Facebook (Whyte-House page)
3. **The SEGi Group of Colleges and WhyteHouse Education Group**
   #EarlyYearsLectureSeries
4. **Launching of Papa Mama & Me: Baby Sensory Edition and Communication: The Key to Good Parent-Child Relationship**
   by YAB Toh Puan Dato' Seri Utama Khadijah Binti Mohd Nor, hosted by Penang Public Library Corporation

2022

1. **Launching of PRESCHOOLEDUCATOR.COM**
   Smart Partnership with Kementerian Pendidikan Malaysia, Jabatan Pendidikan Negeri Pulau Pinang and Free access for 700+ government preschool educators
2. **Launching of Special Edition of Baby Sensory Book**
   25,000 copies sponsored by The State Government of Penang via the Office of YB Chong Eng
   Available in 4 languages – Bahasa Malaysia, English, Mandarin and Tamil
3. **SEGi-Whytehouse Early Years International Conference**
   (13-20/8/2022)
   Hybrid conference

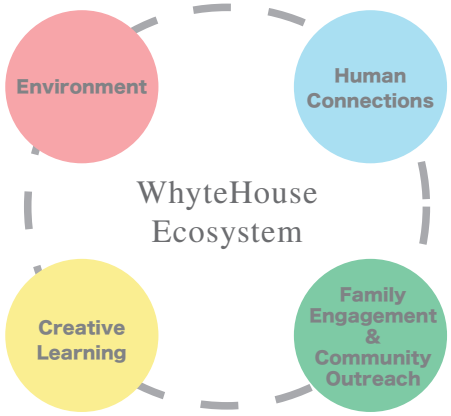

“ Not all classrooms
have four walls.”

WhyteHouse Ecosystem

WhyteHouse believes that learning should be fun and that the curriculum is structured in clear sequential sets of experiences to engage new learning with the child's schema of knowledge, resulting in effective learning outcomes.

At WhyteHouse, we offer three programmes for children aged 2 to 6. Our experienced teachers carefully curate the curriculum to provide children with the optimal learning experience. The curriculum covers four primary dimensions of growth; knowledge, skills, dispositions, and feelings. Activities are carefully and purposefully structured to create opportunities for exploration and assist retention of information, acquisition of skills, and understanding concepts.

The WhyteHouse Ecosystem is divided into **4** parts,



i. Environment

“ The walls of the classroom belong to our children. ”

At WhyteHouse, we firmly believe in a safe and clean learning environment that benefits our children's development. Learning tools should not be kept but placed at children's disposal.

The classroom design does not need expensive renovation as a conducive environment is created by positive human interactions within the environment.

ii. Human Connections

At WhyteHouse, we prepare our children to be valuable assets in future society by embodying the guiding principles of our philosophy into the curriculum and daily routines. Before meaningful learning occurs, the children need to build a trustable relationship with their caregivers.

"Positive human interactions create trust and security for our little ones."

We encourage interaction and healthy communication among peers and caregivers. Positive human interactions create trust and security for our little ones. The relationship between children and caregivers is crucial in paving the pathway to successful academic development. The learning process will be smoother when a child has a trustable relationship with the caregivers.

iii. Creative Learning

"WhyteHouse curricula were written by qualified teachers and revised every two years "

Playgroup/Pre-Nursery Programme –
Play-based learning, thematic learning, Sensory integration

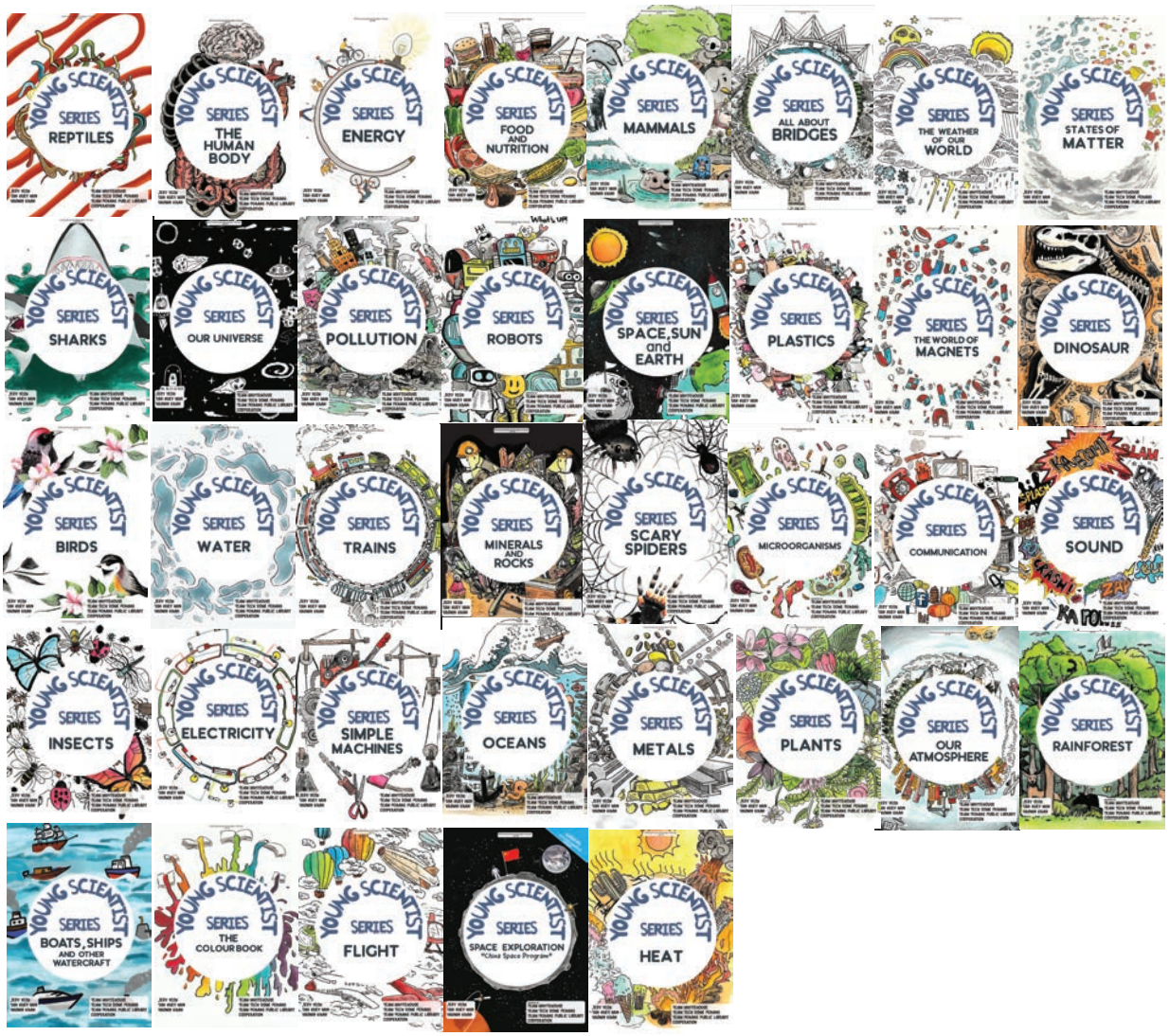
Nursery Programme –
Introduction to formal education, thematic and play-based learning

Kindergarten Programme –
Preparation for Year 1 formal learning, thematic with real-life knowledge integration

iii. Publications

WhyteHouse started in the publishing business by publishing PLC Nursery Books in 2015. From then onwards, WhyteHouse has been adding numerous titles to our publication of books.

WhyteHouse Education Group published 36 titles in the YOUNG SCIENTIST SERIES in 2018.

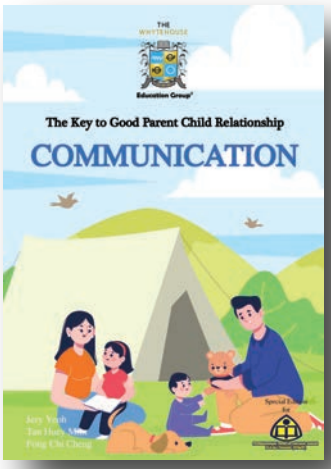


The Malaysia Book of Records

Most Number of Science Books for Children Published in a Single Event 20 Science Books

10,000 copies of Young Scientist Series was distributed to our National Library to the state libraries nationwide in Malaysia. One of the unique feature of this series is that 95% of the illustration is hand drawn by local artists.

WhyteHouse Education Group adds two (2) titles to our book publication by publishing 'Papa Mama & Me: Baby Sensory Edition' and 'Communication – The Key to Good Parent-Child Relationship. Papa Mama & Me: Baby Sensory Edition was translated to 4 languages (English, Bahasa Malaysia, Mandarin and Tamil). The book was printed more than 25.000 copies.



Special Edition for The State Government of Penang

iv. Family Engagement

Since the beginning of the WhyteHouse Education Group in 2009, we have organized several WhyteHouse-Family events to inculcate family involvement in our children's development.

" At the end of the day, the most overwhelming key to a child's success is the positive involvement of parents."

- Jane D. Hull -

iv. Community Outreach

Tadika WhyteHouse @Tech Dome

At WhyteHouse, we believe that each child is entitled to an opportunity in education. Throughout the years in the education business, WhyteHouse has been working hard to materialize it. In 2020, WhyteHouse Education Group proudly launched the first Tadika in a Science centre with bursary for children of goverment officers.

"The first preschool in a science centre in Malaysia"

Tadika WhyteHouse @ Tech Dome started with 20 students as the pioneer batch. WhyteHouse has offered special bursary for parents working with the Penang State Government. This project is one of WhyteHouse's CSR projects for quality education.

"This (collaboration between Penang State Government and WhyteHouse) is in line with Industry 4.0 and STEM 4.0 initiatives of the State Government in making Penang 2030 a reality.

I strongly urge all civil servants to take this opportunity to enrol your child at this kindergarten. 'Syabas' and a warm welcome to Tadika WhyteHouse at Tech Dome Penang."

YAB Chow Kon Yeow
Chief Minister of Penang

RM670,605.78
Bursary for Tadika WhyteHouse @ Tech Dome from 2020-2022 (July)

"I have been looking for a kindergarten centre in Georgetown, Penang, and I was very happy to have found this centre. The teachers are very caring and are really passionate and providing the best welfare system to the children, and I really recommend their service to everyone."

Farhana Mohd Ismail
Pembantu Tadbir (P/O)
Majlis Bandaraya P.Pinang

"Launching of Botanical Garden Iconic"

Sponsored RM50,000 for the entire project

In conjuction of the 10th Anniversary Celebration of WhyteHouse Education Group

After two years, with a proposal from the management of Penang Botanic Gardens, Rose Charities Malaysia and WhyteHouse Education Group has agreed three months of landscaping works with a cost of about RM50,000.

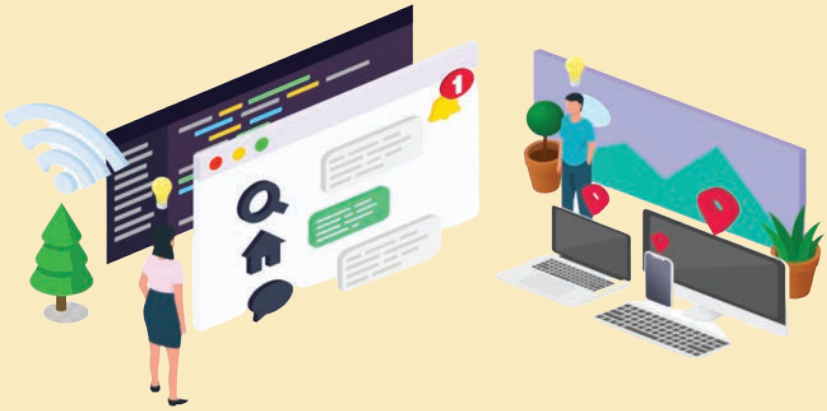
"SEGi & WhyteHouse - International Family Day: Storytelling Festival"

97,7000 views on Facebook

Total of 8 international storytellers from Taiwan, New Zealand, United Kingdom, India and Singapore. Stories were available in Bahasa Melayu, English, Mandarin & Tamil.

WhyteHouse Global Classroom

WhyteHouse Global Classroom is the technology arm of WhyteHouse Education Group that focuses on using technology in Early Childhood Care Education (ECCE).



SEGi-Whytehouse Early Years International Conference

The Early Years International Conference is a continual effort to inspire our community with ECCE good practices as we work together for quality ECCE services in the country. We hope this seven-day conference will benefit early years educators worldwide with the theme of NURTURING HOLISTIC WELL-BEING IN EARLY CHILDHOOD.

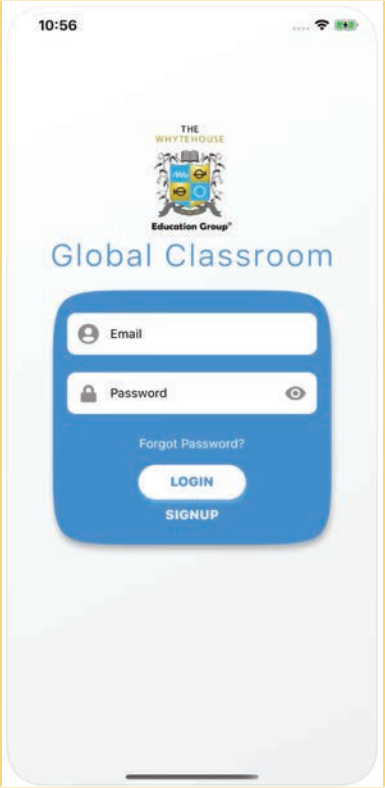
List of speakers and panels:

- Prof Dr. Azrin Esmady Bin Ariffin, Deputy Vice Chancellor, SEGi University & Colleges
- Dr Justine O'Hara-Gregan, University of Auckland, New Zealand
- Professor Datuk Dr Cham Heng Keng, Founding President of ECCE Council, Malaysia
- Professor Datin Dr Mariani Md Nor, President of ECCE Council, Malaysia
- Puan Aisha Zanariah Abdullah, President, Montessori Association of Malaysia
- Datin Ang Chin Fun, Vice Chairperson, Board of Governors Southern University College
- Mr Arjuna Raj, Chief Strategy Officer, Little Lives
- Dr Brendan J Gomez, Applied Developmental & Counseling Psychologist, ARCADE (Asian Research Center for Child & Adolescent Development)
- Pn Hazlina Sulaini, Head, Human Resource, Busy Bees Asia
- Ms Eveleen Ling, Chairman Malaysian Association of Kindergartens
- Ms Karen Tan, Vice-President ECCE Council Malaysia
- Ms Sonia Chin, Vice-President Kindergarten Association, Sabah
- Associate Professor Jill Harrison, University of Greenwich, UK
- YB Dato Sri Hajah Fatimah Abdullah, Minister of Women, Child Development and Community Welfare, Sarawak
- YB Hannah Yeoh, Former Deputy Minister of Women, Family and Community Development, Malaysia
- Datin Dr Ng Soo Boon, SEGi University
- Dr Irene Leow, Founder, Seri Mawar Child Care and Development Centre
- Dr Mahani Abd Malik, ECEC MQA Assessor; EC Programme Director, OUM

SEGi of Colleges-Whytehouse Education Group Early Years Lecture Series

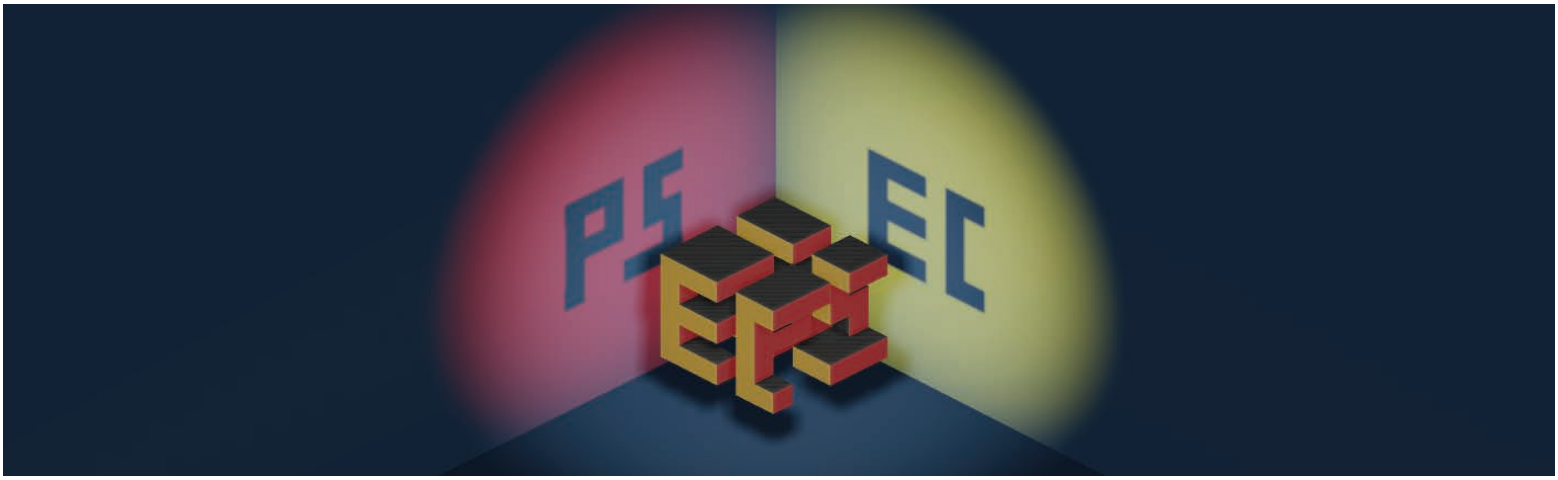
Now known as the SEGi-Whytehouse Early Years Lecture Series. During the lecture series, participants were taken on a virtual tour across the globe to attend the lectures from our speakers on different continents.

"more than 60,000 views on Facebook"



WhyteHouse Global Classroom App

WhyteHouse Global Classroom is an exclusive mobile app for teachers, students, and parents to get the WhyteHouse learning experience at their fingertips. The app is your insightful and comprehensive resource into the world of learning and education for students and teachers because no matter where your place in life is, there are always more things to learn. The app is available on the Play Store for Android users and App Store for Apple users.



Early Years Educator
Continuous Professional Development (CPD) Platform

PRESCHOOLEDUCATOR.COM
empowering. reimagine.

At WhyteHouse, our founders believe that educators should be equipped with updated knowledge pertaining to early years development. Therefore, the idea of **PRESCHOOLEDUCATOR.COM** came to life. The ECCE professional development platform provides early years educators with updated teaching trends and knowledge to **EMPOWER** the educators so they can **REIMAGINE** their classrooms.

Mobile Phone View

> "Berharap dapat memanfaatkan guru dan pembantu pengurusan murid Prasekolah dari segi peningkatan ilmu tentang pengurusan bilik darjah dan pedagogi pengajaran & pembelajaran"
>
> **Tuan Abdul Rashid Bin Abdul Samad**
> Pengarah Pendidikan Jabatan Pendidikan Negeri Pulau Pinang

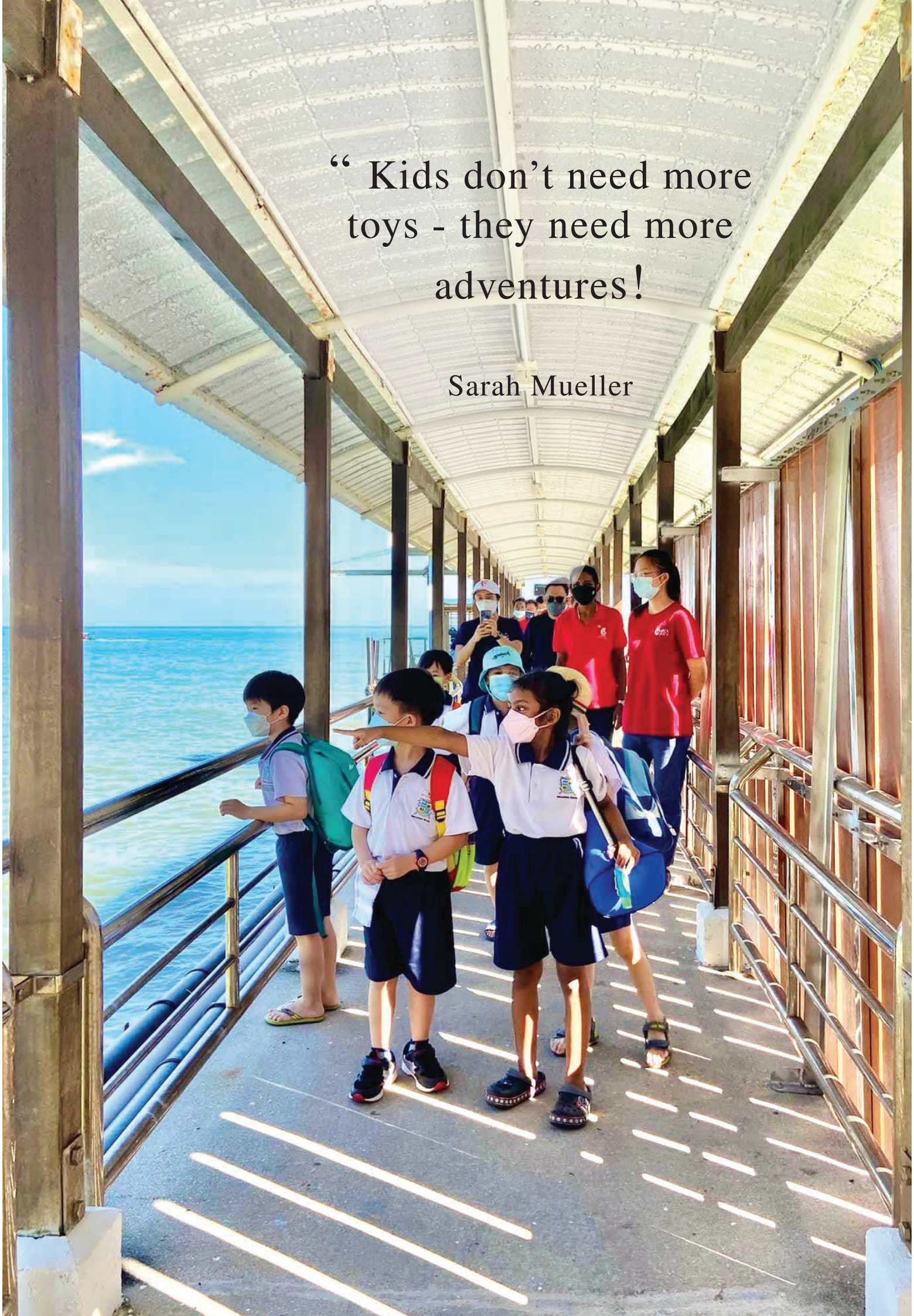
> "Mengambil inisiatif ini berusaha untuk menimba ilmu pengajaran dan pembelajaran supaya dapat memberikan ilmu yang bermanfaat dengan cara yang lebih menyeronokkan kepada anak-anak kita"
>
> **Tn Abdul Said Bin Hussain (BCN, PKT, PJK)**
> Timbalan Pengarah Pendidikan / Sektor Pengurusan Sekolah / Jabatan Pendidikan Negeri Pulau Pinang

"Free access for 89 Permata Genius Preschools Nationwide"

Smart Partnership

Supported by

"Free access for 700+ government preschool teachers in Penang"



“ Kids don’t need more toys - they need more adventures!

Sarah Mueller

Awards and Achievement

WhyteHouse Education Group has grown since our humble beginning in 2009. We have accomplished various awards and achievements in the past 13 years of operation.

October 2014 - **The Malaysia Book of Records**
Largest Simultaneous Participation in a Colouring Event

October 2015 - **The Malaysia Book of Records**
Largest Simultaneous Participation by Children in a Colouring Event

July 2017 - **The Malaysia Book of Records**
Largest Participation in a Leadership Training Seminar

June 2018 - **The Malaysia Book of Records**
Most Number of Science Books for Children Published in a Single Event

Reader's Choice Awards 2021 (10th Anniversary)
Best Playgroup Curriculum
Best Kindergarten (Bayan Lepas, Penang)

TheStar
Moving forward with e-classrooms
By JEREMY TAN
METRO NEWS
Friday, 29 May 2020
Yeoh (second left) overseeing the Whytehouse Global Classroom e-learning sessions run by its teachers.
THE Covid-19 pandemic has had a drastic impact on the
TheStar
Outdoor fun for preschoolers
By RENA LIM
METRO NEWS
Monday, 02 Nov 2020
Participants enjoying themselves at the launch of WhyteHouse Nature Classroom at The Habitat Penang Hill. — Photos: CHAN BOON KAI/The Star
CHILDREN can attend classes outdoors and get nature at the same time at Penang Hill with the
Book with 100 photos taken by drone unveiled at charity dinner
Enlightening parents on raising their kids
By INTAN AMALINA MOHD ALI
intanali@thestar.com.my
IT was an educational experience for 90 participants who took part in a symposium meant to enlighten parents on ways to care for children in their formative years.
Titled 'Impactful Parenting: The Science of Early Childhood and Development Series 2', the event was held at Tech Dome Penang in Komtar recently.
Among the speakers were Maktab Rendah Sains Mara PDRM lecturer Dr Yahya Farid Kamaluddin, Penang Mental Health Association representatives Datin Indranee Liew and Assoc Prof Dr Lai Fong Hwa, Creativity
"During these critical years, the brain grows and would attain 80% of the brain size of an adult.
"A lot of neurons form their connection at this stage, determining the behavioural attributes and emotional quotient of an individual.
"Despite this, there is a lack of focus in the education, discussion and priority for early childhood education," he said in his speech.
Among the attendees were parents, caregivers, preschool and kindergarten teachers.
The three-series symposium is organised by Tech Dome Penang in collaboration with WhyteHouse Education Group, Penang Women's Development Corporation and
Thank You
For Your Continous Support
敦沙顿基金会庆 38 周年
29日设宴筹款充2基金
buletinmutiara.com
BAHASA MALAYSIA ENGLISH 中文 pulip
buletin Mutiara
Cekap Akuntabel Telus
Semasa Ekonomi & Pelaburan Hijau Wanita, Keluarga, Belia & Sukan Rencana PBT ADUN Galeri Foto
Hubungi Kami Profil Muat Turun Buletin Mutiara
Pusat Pembelajaran Kreatif harap beri impak berkesan masa depan negeri
Artikel Terkini
Bahasa Malaysia English 中文 pulip
GEORGE TOWN – Perbadanan Perpustakaan Awam Pulau Pinang (PPAPP) dan kumpulan pengurusan tadika, Whyte House Education Group (Whyte House) bekerjasama mewujudkan Pusat Pembelajaran Kreatif bagi kepentingan pembelajaran golongan kanak-kanak di Perpustakaan Kanak-kanak di sini baru-baru ini.
Pengerusi Whyte House, Jerry Yeoh berkata, pusat berkaitan bukan hanya membiasakan kepada akademik semata-mata, bahkan lebih kepada pembelajaran seharian.
Ia diwujudkan bagi meningkatkan keupayaan kanak-kanak berfikir dengan matang dan kreatif mengikut perkembangan usia masing-masing.
Ini kerana, pada usia sebelum seseorang kanak-kanak memasuki alam persekolahan, mereka adalah gemar menjalankan eksperimen bagi mengetahui keberanian sesuatu perkara.
08 星洲日报 古城社區報 2015年10月2日（星期五）
◀黄恩忠（左三起）、杨辉成和阿米鲁丁推介10月8日的全国同步大型填色活动甲州站。左一起幸兰和黛安娜、右一起莎碧雅和努鲁希达雅。
8日號召7萬人齊填色
装饰。
他表示，填色活动是
16,000 say 'Thank You'
RECORD-BREAKING: Mass colouring event marks World Gratitude Day
PRIYA PUBALAN
GEORGE TOWN
A MASS colouring event participated by more than 16,000 people has managed to establish a new record in the Malaysia Book of Records.
The number of participants in the colouring event, organised by the Whyte House Education Group, a preschool organisation, has surpassed the previous record of 11,525 people.
The "Thank You Project 2014", was held at the same time at 45 locations in the country on Friday.
The Penang leg of the event attracted some 6,870 people of all ages from all walks of life.
It was a collaboration between Whyte House and the National Association of Early Childhood Care and Education Malaysia (Naeccem) in conjunction with World Gratitude Day.
Whyte House Education Group executive director Jerry Yeoh said the event kicked off at the same time in five states — Penang, Perak, Kuala Lumpur, Malacca and Johor.
"The colouring event is intended for kids. However, we opted to rope everyone in for this project.
"We want the whole family to be involved in the fun-filled activities," he said.
On the theme of the event, he said: "It is important to groom children at a young age to be grateful for what they have."
Some 1,000 volunteers nationwide helped to organise the event.
Present were Penang opposition leader Datuk Jahara Hamid and Naeccem president Datin Radziah M. Daud.
In Malacca, some 800 adults and children
Organisers and participants with their 'Mal certificates at the 'Thank You Project 2014's Children showing off their artwork. Pic by Pu
JUMAAT 16 OKTOBER 2015
Pengarah Perbadanan Perpustakaan Awam Melaka, Mohamed Aizammuddy Mohamed Idris bergambar dengan kanak-kanak ketika perasmian program 'Thank You Malaysia, I Love Malaysia' di Bukit Baru, baru-baru ini.
[FOTO MUHAMMAD ZUHAIRI ZUBER/B
wakili Pengerusi Pantai Holding Berhad, Datuk Khairil Anuar Abdullah.
Yang turut hadir menyempurnakan perasmian program berkenaan ialah EXCO Pelajaran, Pengajian Tinggi, Sains dan Teknologi, Teknologi Hijau dan Inovasi negeri, Datuk Md Yunos Husin; Pengerusi PERPUSTAM, Datuk Amirudin Yusof dan Timbalan Pengerusinya, Datuk Ahmad Rusli Joharie.
Sementara itu, Amirudin berkata, program mewarna bert makan Thank You Malaysia, I Lo Malaysia itu bakal menjadi p nyertaan tertinggi kerana ia d laksanakan secara serentak di s luruh negara dengan sasaran s ramai 35,000 orang.
感恩计划全马填色活动
7万人同步动笔缔新猷
（马六甲8日讯）爱极乐班台医院总执行长黄恩忠指出，"2015年感恩计划全马大型同步填色活动"获得甲州各学校参与，学生人数达到1万人。
同全国参与人数更达到7万人，打破去年全国2万人参与的纪录，塑造"马来西亚健力士纪录"最多人同步填色活动新记录。
他今日出席该项于甲中央图书馆举办的填色活动，于会上致词时，如是指出。
他强调，该院除了主要提供医疗方面的服
尤努斯（前排左）主持填色活动开幕，左二为阿密诺丁。
现在医院的展示墙上供大众观赏。
甲中央图书馆公司
我们生活在这片美丽的国土。
受邀主持开幕的嘉
Program Terima Kasih M
Rakyat m
hargai ke
Dan FUAD RANDAN
AYER KEROH 15 Okt. - Rakyat disaran menyemai semangat patriotisme agar digasi mewarisi sebuah negara yang makmur dan sejahtera.
Yang Pelajaran, Pengajian Tinggi, Sains dan Teknologi, Teknologi Hijau dan Inovasi, Datuk Wira Md. Yunos Husin berkata, kemamuan, kesebaratan dan kemakmuran negara yang dirikmati hari ini tidak terdiri kerjaya serta tidak mampu bersegai tanpa kemiman dan penglibatan masyarakat.
Selian berkata, masyarakat pada hemerina kasih atas perjuangan para pejuang yang berunggulmanggah mewujudkan negara sehingga mendudukkan masyarakat hidup dalam keadaan aman dan
SEBAHAGIAN kanak-kanak bekan melalui pada program mewarna.
MD. Yunos, Amirudin, Mohamed Aizammuddy dan Mahfidz Omar ulus kanan menunjukkan sebahagian poskad yang dipamerkan.
Selian berkata demikian pada Majlis Penamatan Program Terima Kasih Malaysia, Saya Sayang Malaysia di Perbadanan Perpustakaan Awam Melaka
Monday, 02 Nov 2020
Participants enjoying themselves at the launch of WhyteHouse Nature Classroom at The Habitat Penang Hill. — Photos: CHAN BOON KAI/The Star
CHILDREN can attend classes outdoors and get nature at the same time at Penang Hill with the
the WhyteHouse Nature Classroom at The Habi

MOU's with Local Higher Education Institutions

SEGi University & Colleges

TARC TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE BEYOND EDUCATION

SAITO UNIVERSITY COLLEGE

THE
WHYTEHOUSE

Education Group®

IMPACT REPORT

2009- (August) 2022

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